



## WSTA VIRTUAL EXHIBIT BOOTH OCTOBER 13-14, 2020

- SUBJECT:** Virtual Exhibit Booth
- WHEN:** October 13, 2020 2:00 PM to 4:00 PM  
October 14, 2020 2:00 PM to 4:00 PM
- WHY:** Visit with your current and future clients. Take advantage of the opportunity to talk about your goods and services with the telecommunications companies in Wisconsin.
- Each exhibitor will set up their own virtual booth, maybe it's a Zoom/Other meeting, a YouTube video, or whatever you think works for you and your company. We will email exhibitors requesting the verbiage and link for our email to registrants announcing the details of the Virtual Booths.
- COST:** \$300 [members] virtual exhibit booth [includes 1 registration]  
\$600 [non-members] virtual exhibit booth [includes 1 registration]
- NOTE:** If your company is a 2020 WSTA ANNUAL PARTNER or 2020 WSTA FALL CONFERENCE sponsor at the Gold [\$5,000], Silver [\$3,000] or Bronze [\$1,500] Level, you will receive a COMPLIMENTARY virtual booth, if you would like one. If you wish to have a virtual booth, please contact Sue Edington at the WSTA office at 608.256.8866 X2456 or [sedington@wsta.info](mailto:sedington@wsta.info) so she can register you complimentary.
- Advance registration deadline is **September 21, 2020**.  
No refunds or cancellations for registration will be made after **September 21, 2020**.
- HOW:** If you wish to have a Virtual Exhibit Booth at the WSTA Fall Conference and Exhibits, please complete the online Virtual Exhibit Booth Registration.
- DEADLINES:**
1. Submit the online virtual exhibit booth registration **before September 21, 2020**.  
**Refunds for cancellations before September 21, 2020 will be subject to a \$25 processing fee.**
  2. No refunds or cancellations of exhibit space will be made after September 21, 2020.
- GENERAL SESSIONS:** Tuesday, October 13<sup>th</sup> from 10:00 AM to Noon  
Wednesday, October 14<sup>th</sup> from 10:00 AM to Noon
- BREAKOUTS:** Pre-recorded Breakout presentations will be available for viewing online at your pace on your schedule beginning at 1 PM on Tuesday, October 13<sup>th</sup>.
- Live Q&A Breakouts will be held on Tuesday, October 20<sup>th</sup> and Thursday, October 22<sup>nd</sup>.
- GIVE-AWAYS:** Since we are unable to have an In-Person Event, Blue Light Special or Secret Shopper this year, we encourage exhibitors to have some sort of give-away or raffle for the attendees that stop in at your virtual exhibit booth. It's up to you how you determine who receives the give-away and what give-away you want to give. You will be responsible to mail the give-away to the winner.

We hope this 2020 Virtual Exhibit Booth at the Fall Conference and Exhibits will prove to be a success for all! The exhibitors are always an important part of the Fall Conference and we hope you will have a virtual exhibit booth.